CLAIMS

1. A processor-readable medium comprising processor-executable instructions configured for:

receiving a static image from a content provider;

displaying the static image; and

buffering video content from the content provider during the displaying.

2. A processor-readable medium as recited in claim 1, comprising further processor-executable instructions configured for:

when the buffering of the video content is complete,

ceasing the displaying of the static image; and

playing the video content.

3. A processor-readable medium as recited in claim 1, wherein the displaying comprises displaying the static image for a fixed duration.

4. A processor-readable medium as recited in claim 3, comprising further processor-executable instructions configured for displaying the static image beyond the fixed duration if the buffering is not complete when the fixed duration expires.

5. A processor-readable medium as recited in claim 3, comprising further processor-executable instructions configured for:

if the buffering is complete when the fixed duration expires,

ceasing the displaying of the static image; and

playing the video content.

6. A processor-readable medium as recited in claim 1, wherein the static image is a plurality of static images comprising an animated image and the displaying comprises displaying the animated image.

7. A processor-readable medium as recited in claim 1, wherein the static image is in a file format selected from the group comprising:

a JPEG (Joint Photographic Experts Group) file format;

a GIF (Graphics Interchange Format) file format; and

a PNG (Portable Network Graphics) file format.

8. A processor-readable medium as recited in claim 1, wherein the receiving comprises:

implementing a play-list that includes a reference to the static image stored on the content provider; and

requesting the static image from the content provider based on the reference.

9. A processor-readable medium as recited in claim 1, wherein the displaying comprises:

implementing a play-list that includes a duration command; and

displaying the static image for a specified duration defined by the duration command.

10. A processor-readable medium as recited in claim 9, wherein the play-list includes a show-while-buffering parameter and the displaying further comprises displaying the static image beyond the specified duration until such time as the buffering is complete.

11. A processor-readable medium as recited in claim 1, wherein the buffering comprises:

implementing a play-list that includes a reference to the video content stored on the content provider; and

requesting the video content from the content provider based on the reference.

12. A media playing device comprising the processor-readable medium as recited in claim 1.

13. A processor-readable medium comprising processor-executable instructions configured for:

playing a first video clip;

initiating buffering of a second video clip during the playing; and

displaying a last frame of the first video clip when the playing of the first video clip is complete and the buffering of the second video clip is not complete.

14. A processor-readable medium as recited in claim 13, comprising further processor-executable instructions configured for ceasing the displaying of the last frame of the first video clip and playing the second video clip when the buffering of the second video clip is complete.

15. A processor-readable medium comprising processor-executable instructions configured for:

playing a first video clip;

buffering a static image;

displaying the static image when the playing of the first video clip is complete; and

buffering a second video clip during the displaying of the static image.

16. A processor-readable medium as recited in claim 15, comprising further processor-executable instructions configured for playing the second video clip when the buffering of the second video clip is complete.

17. A processor-readable medium as recited in claim 15, wherein the displaying comprises displaying the static image for a fixed duration.

18. A processor-readable medium as recited in claim 17, comprising further processor-executable instructions configured for displaying the static image beyond the fixed duration if the buffering of the second video clip is not complete upon expiration of the fixed duration.

19. A processor-readable medium as recited in claim 17, comprising further processor-executable instructions configured for:

if the buffering of the second video clip is complete when the fixed duration expires,

ceasing the displaying; and

playing the second video clip.

20. A processor-readable medium comprising processor-executable instructions configured for:

playing a first video clip;

buffering a static image during the playing;

buffering a second video clip during the playing; and

if the buffering of the second video clip is not complete when the playing of the first video clip is complete, displaying the static image when the playing of the first video clip is complete.

21. A processor-readable medium as recited in claim 20, comprising further processor-executable instructions configured for:

if the buffering of the second video clip is complete when the playing of the first video clip is complete, playing the second video clip when the playing of the first video clip is complete.

22. A play-list comprising:

a reference to a static image;

a duration command that indicates a minimum duration for which the static image must be displayed;

a show-while-buffering parameter set to indicate that the static image must be displayed until a second reference is fully buffered; and

the second reference to a video clip.

23. A play-list as recited in claim 22 further comprising:

a second show-while-buffering parameter set to indicate that a last frame of the video clip must be displayed until a third reference is fully buffered; and

the third reference to a second video clip.

24. A play-list as recited in claim 22 further comprising:

a third reference to a second static image;

a show-while-buffering parameter set to indicate that the second static image must be displayed until a fourth reference is fully buffered; and

the fourth reference to a second video clip.

25. A play-list as recited in claim 24 further comprising:

a duration command that indicates a minimum duration for which the second static image must be displayed.

26. A media playing device configured to display the static image and play the video clip according to the play-list recited in claim 22.

27. A method comprising:

receiving a static image from a content provider;

buffering video content from the content provider; and

displaying the static image until the video content is fully buffered.

28. A method as recited in claim 27, further comprising:

when the video content is fully buffered,

ceasing the displaying of the static image; and

playing the video content.

29. A method as recited in claim 27, wherein the displaying comprises displaying the static image for a fixed duration.

30. A method as recited in claim 29, further comprising displaying the static image beyond the fixed duration if the video content is not fully buffered when the fixed duration expires.

31. A method as recited in claim 29, further comprising:

if the video content is fully buffered when the fixed duration expires,

ceasing the displaying of the static image; and

playing the video content.

32. A method as recited in claim 27, wherein the static image is a plurality of static images comprising an animated image and the displaying comprises displaying the animated image.

33. A method as recited in claim 27, wherein the static image is in a file format selected from the group comprising:

a JPEG (Joint Photographic Experts Group) file format;

a GIF (Graphics Interchange Format) file format; and

a PNG (Portable Network Graphics) file format.

34. A method comprising:

playing a first video clip;

buffering a second video clip during the playing; and

displaying a last frame of the first video clip if the second video clip is not fully buffered when the playing of the first video clip is complete.

35. A method as recited in claim 34, further comprising ceasing the displaying of the last frame of the first video clip and playing the second video clip when the buffering of the second video clip is complete.

36. A method comprising:

playing a first video clip;

buffering a static image;

displaying the static image when the playing of the first video clip is complete; and

buffering a second video clip during the displaying of the static image.

37. A method as recited in claim 36, further comprising playing the second video clip when the buffering of the second video clip is complete.

38. A method as recited in claim 36, wherein the displaying comprises displaying the static image for a fixed duration.

39. A method as recited in claim 38, further comprising displaying the static image beyond the fixed duration if the buffering of the second video clip is not complete upon expiration of the fixed duration.

40. A method as recited in claim 38, further comprising:

if the buffering of the second video clip is complete when the fixed duration expires,

ceasing the displaying; and

playing the second video clip.

41. A streaming media device comprising:

means for receiving a first static image from a content provider;

means for buffering a first video clip from the content provider;

means for displaying the first static image until the first video clip is fully buffered; and

means for playing the first video clip when the first video content is fully buffered.

42. A streaming media device as recited in claim 41, further comprising:

means for buffering a second video clip from the content provider while the first video clip is playing;

means for displaying a last frame of the first video clip until the second video clip is fully buffered; and

means for playing the second video clip when the second video clip is fully buffered.

43. A streaming media device as recited in claim 41, further comprising:

means for buffering a second static image from the content provider while the first video clip is playing;

means for displaying the second static image when the first video clip is done playing;

means for buffering a second video clip during the displaying of the second static image;

means for ceasing the displaying of the second static image and playing the second video clip when the second video clip is fully buffered.